

London Design Festival Press Release

Title

Celebrating 80 years of Farrow & Ball iconic colours during London Design Festival

Body

Since 1946, Farrow & Ball have crafted beautiful paint by combining high quality ingredients, exceptional artistry and a touch of storytelling—an approach that continues across both our paint and paper collections today.



Farrow & Ball has evolved over the past 80 years from a trusted maker of estate paints to a global leader in distinctive, durable paint and paper, designed for modern living. Still based in our home of Wimborne, Dorset, our much-loved colours are crafted with care, guided by human hands at every stage of our production process.

From creating our shades and characterful colour names to developing our finishes and designing our wallpaper patterns, it's that personal touch that makes our brand iconic. Playful, progressive and always mindful of the world around us, we remain shaped by heritage, provenance and our pioneering spirit.

After working with us for over 30 years, there is no one better placed to tell some of the stories behind our most iconic colours than Joa Studholme, Colour Curator for Farrow & Ball. During London Design Festival we're holding an event in our Chelsea Studio where Joa will be sharing her memories of working with these much-loved colours, as well as their impact on the world of design.

Taking place on Thursday 17th September from 6pm to 8pm, it's an opportunity to hear directly from Joa about the inspiration behind the colours, and the memorable schemes in which they've been used.



Limited spaces available, with reservations through the Farrow & Ball page on Eventbrite.
<https://www.eventbrite.co.uk/e/1994547664757?aff=oddttdtcreator>

Notes to editors:

About Farrow & Ball

Farrow & Ball has been based in Dorset, England, since 1946. To this day, the brand remains dedicated to handcrafting richly pigmented paints and unique wallpapers using only the finest ingredients.

The result is a directional palette of paint colours with an extraordinary response to light and artisanal wallpapers with a tactile finish, achieved by printing paint on paper. Together, they transform homes of all kinds, inside and out, all over the world.

From ultra-matt, durable Dead Flat to mould-protected Modern Emulsion ideal for kitchens and bathrooms, and even choices for exteriors or historic properties, each high-performance finish is crafted with a precise balance of pigments and a low-VOC water base. This creates an extraordinary depth of colour and an unrivalled finish.

Joa Studholme

Colour Curator Joa Studholme has worked with Farrow & Ball for over 30 years, developing the colour range and consulting on design projects. Much of Joa's work involves helping people see how Farrow & Ball paints work together to create a truly decorated feel. Working with the paints and papers every day, Joa has a wealth of experience on both residential and commercial projects. She is also prolific public speaker, spreading the word about how colour can transform a room through her popular Colour in the Home talks and books "How to Decorate" and "Recipes for Decorating."